

Research on the Design of Chinese Traditional Festivals in Motion Graphics

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Abstract. Chinese traditional festivals are the cultural treasures of the Chinese nation, with rich cultural connotations and spiritual values. value. They are also the distinguishing mark of the Chinese people from other countries. The rapid development of modern society has brought us a lot of convenience, but also brought us a lot of problems, such as traditional festivals by the impact of foreign cultures, fast-paced lifestyle, resulting in more and more neglect of the traditional festivals and culture of attention and importance. Therefore, in the era of information explosion, fragmented communication and rapid changes in visual aesthetics due to the popularity of the Internet and video-screen-based smart terminals, it is especially necessary to enhance the infectious force of traditional festivals through motion graphics to make them more attractive. Moreover, compared with the traditional plane static visual point of view, dynamic graphic symbols are more vivid, and there is also a lot of space for exploration of communication channels, so the festival graphics to explore new ways of expression is also in line with the trend of the times and the future development trend.

Keywords: Chinese Traditional Festival; Graphic Design; Motion Graphics; Festival Graphic Design.

1. Introduction

Traditional Chinese festivals are an outstanding culture that has been accumulated over the 5,000 years of civilization of the Chinese nation, one of the longest and richest cultural resources in the history of the Chinese nation, and also the spiritual home of a country or nation. However, with the economic development and technological progress, the fast-paced urban life has also led to the limitations of the traditional way of spreading traditional festivals and cultures in the previous flat and static categories. In today's information age, motion graphic design is more and more used in various products, commercial advertisements and promotional designs. It enriches the expression of traditional culture with its unique charm. So how to combine motion graphic design and traditional festivals so that traditional festival culture can be better inherited and carried forward is an important issue to be explored.

2. Organization of the Text

2.1. Graphic Overview of Traditional Chinese Festivals

2.1.1. Elaboration of Traditional Chinese Festivals

Traditional Chinese festivals are festivals of specific significance and value that have been formed in the practice of people's lives in China over the past several thousand years, and they are a special cultural system constituted by a long history of national culture. The formation and development of traditional Chinese festivals are influenced by factors such as social production, political life, economic conditions and cultural practices, as well as being governed by ancient Chinese ideology and philosophical ways of thinking. It has a long history and a broad social basis. Over the past several thousand years, a powerful traditional concept has been formed among the broad masses of the people of China, influencing people's ways of thinking and behaving and contributing to social development. Traditional festivals are a major national cultural heritage, which carries rich historical and cultural connotations, so the inheritance and protection of traditional festival culture is of great significance. Traditional festivals are conducive to the inheritance of our outstanding cultural heritage, the

promotion of the national spirit, the strengthening of national cohesion, and the promotion of the unity of the motherland and national unity.

2.1.2. Elaboration of Holiday Graphics

Historically, graphics have developed with the development of human society, and with the progress of civilisation and improvement of living conditions, graphics have gradually evolved from primitive symbols into a more meaningful, national characteristics and creative symbols. In contemporary times, with the changes in social lifestyles and the rapid development of science and technology, graphics, as a visual symbol, have been widely used in people's daily lives. Because graphics itself has an incomparable visual communication function, compared with the text and other forms, graphics in the expression of information above has a stronger intuitive, has a better expression effect. Graphics and images may seem like a confusing pair of concepts, but in fact there is a clear difference between the two in terms of orientation and characteristics. Graphics generally refers to vector graphics more inclined to two-dimensional graphic design, while the image is the pursuit of realistic effects, the pursuit of light and shadow details as a richer presentation. Whether graphics or images, there are many intersections in the way of expression, and the combination of the two are also applied in many aspects such as poster posters in the creative graphic design, which contains a realistic class of creative methods as well as creative graphic supplements. In the graphic design of traditional festivals, we should deeply understand the connotation of festival culture, pay attention to the extraction of representative elements, i.e., select a figurative thing that people can naturally think of a traditional festival, and at the same time, this visual image is associated with the festival stereotypes. Attention should also be paid to image processing and graphic layout to show the content of festival-related activities and to design festival graphics that are more conducive to heritage and responsive to the trends of the times.



Figure 1. From People's Daily: Zhang Chen

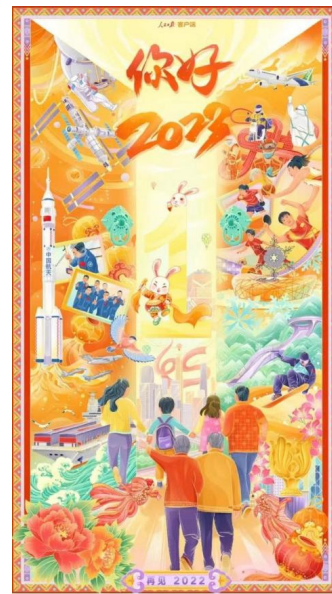


Figure 2. People's Daily: Zhong Jin

2.1.3. Classification of Chinese Traditional Festivals

China is a country with many nationalities, which is reflected in the national, local and ethnic traditional festivals. In this paper, we mainly study some traditional festivals that can represent the characteristics of the Chinese nation, such as the Spring Festival, Mid-Autumn Festival, Qingming Festival, Dragon Boat Festival and other familiar festivals, because they can be effectively inherited as the first choice for this paper's research, and we can find design inspiration from some classic cases, thus promoting the development of traditional graphic design.

2.2. Concepts and Characteristics of Motion Graphic Design

Motion Graphics originates from the English word "Motion Graphics", which is translated as dynamic graphics and abbreviated as MG animation. In the modern era of rapid development of the Internet, MG animation is the norm in daily life, from the smallest to the dynamic emoticon packages in online chatting, to the largest to the logo of the Olympic Games. Conceptually, motion graphics design is characterized by dynamism, interactivity and fun. Dynamism refers to the fact that the content of the screen in motion graphic design can be changed according to the passage of time and spatial transformation. Interactivity means that in motion graphics design, users can participate in the design by clicking and sliding. Interesting refers to the dynamic graphics with strong artistic innovation, in the information conveyance has a unique advantage, can bring the viewer more emotional experience, including visual, auditory, tactile and other multi-directional senses. Dynamic graphic design is characterized by the use of graphics, images and other elements based on the content of the dynamic display, not only the visual impact is strong, but also to convey the designer's information content. Therefore, in the dynamic graphic design, the need for organic combination of content and form to present a better effect.

2.3. Advantages of Combining Traditional Festivals and Motion Graphic Design

In the era of rapid development of the network, the use of MG animation technology to express the traditional festival culture is an important way to carry out cultural dissemination. MG animation design can explore the new visual design field, and provide technical support for the transformation of traditional festival graphics.

Dynamic graphic design has the following advantages: first, dynamic graphic design has the advantages of intuitive image, strong infectious force, and clear and accurate information conveyance. In motion graphic design, traditional festival cultural information is conveyed to the audience through various forms of expression such as text, image and sound. This method can transform the abstract concept of text into concrete images, and then through images, sound and other rich and diverse forms, better let the audience understand and accept, deepen the viewer's impression of traditional festivals, some by clicking or interactive way can also increase the viewer's sense of participation. Secondly, dynamic graphic design can make traditional festival culture more vivid and interesting. In motion graphic design, creativity and imagination can be given full play to, the cultural connotation of traditional festivals is shown to the fullest, so that the audience can more intuitively feel the charm of traditional festival culture. At the same time, it can also let the audience produce strong emotional resonance in the dynamic graphic design, so as to stimulate their interest in traditional festival culture. Thirdly, the compatibility of motion graphics is very strong, compatibility is especially important in the value system of modern society, motion graphics can make traditional festivals expressed in a variety of traditional media, and compared with the weak compatibility of the design, it can quickly get the attention of the viewer. Through dynamic graphic design, traditional festival culture can be better adapted to the development needs of modern society.

2.4. The Current Situation of the Inheritance of Chinese Traditional Festival Culture in the Context of the Era

2.4.1. The Dilemma of Chinese Traditional Festival Culture Inheritance

Traditional Chinese festival culture is an important part of traditional Chinese culture and the crystallisation of the wisdom of the Chinese nation. However, with the continuous advancement of the wave of globalisation, Chinese traditional festival culture is facing many dilemmas in its inheritance: the weakening of the family function has led to the absence of the main body of the festival culture inheritance; the diversification of values in modern society has led to the absence of the cultural connotation of the traditional festivals; the changes in lifestyle, social structure and ideological concepts have led to the changes in the content and form of the traditional festival culture inheritance, which have made many nationals have insufficient sense of experiencing festivals, and

Instead, they are keen to participate in and follow the cultural activities of foreign festivals. In the context of the times, people's memories and empathy about traditional festivals are weakening, and the cultural inheritance of traditional Chinese festivals is facing serious challenges.

2.4.2. Current Status of Research on Traditional Chinese Festival Graphics

At this stage, traditional festival graphics only play an important role in the festival period, and traditional festivals do not have an exclusive brand for publicity and promotion, the main promotion of online and offline nodes of time is also during the festival period, in the design of the graphics is only a graphic update and replacement, so how to extend the display time of the traditional graphics is the traditional festivals we need to pay attention to when exploring the So how to extend the display time of traditional graphics is the focus of our exploration of traditional festivals. For example, we can increase the festive warm-up, design interactive IP images, edit dynamic promotional videos and so on to add fun to the next festivals, increase consumer expectations and enhance the festive atmosphere.

2.5. Traditional Festival Graphic Design Elements and Dynamic Graphic Design Application Analysis

2.5.1. Cultural Connotation of Traditional Festival Graphics

Traditional Chinese festivals contain a number of auspicious symbols, and their cultural connotations include: the physical and mental pursuit of good luck and smooth sailing; the good wishes for good health and the elimination of illnesses and disasters; and the patriotic sentiment of loyalty to the family and the country. In the specific performance of the festival in the Mid-Autumn Festival, the Spring Festival and the Lantern Festival have the same meaning of family reunion; Qingming's trekking, kite flying and Dragon Boat Racing also has a profound meaning, that is, through these activities to strengthen the body; Dragon Boat Racing to eat rice dumplings is also to commemorate the patriotic hero Qu Yuan. People celebrating the festival are also in touch with the deep meaning behind the festival, reflecting the humanistic spirit of people's love for life.

2.5.2. Visual Design Elements in Motion Graphics

Traditional festival culture should keep pace with the development of modern society, and in the process of using visual elements, we should avoid copying rigidly, as well as mechanically superimposing visual symbols in a simple way, which will make these visual symbols lose their proper beauty and value. In festival graphic design, colour can reflect the characteristics of the festival, so that people can feel the cultural atmosphere unique to the festival culture from the festival graphics. In the expression of colour, emotional factors occupy most of the factors. Just as people mention the Spring Festival, will be associated with the joyful red, mentioned the Dragon Boat Festival will be associated with the green dumplings, mentioned the Mid-Autumn Festival associated with the yellow moon. The graphic design of traditional festivals must match its specific colour tendency, otherwise the traditional taste will be lost and the graphic design will be incomplete.

2.5.3. Analysis of the Application of Motion Graphics in Festival Culture

In terms of visual communication, according to the ACTS model of visual communication mechanism proposed by Prof. Ning Hai Lin, in order to achieve a good communication effect, the first step is to be able to attract the attention of the audience. Dynamic graphics are not only visually more intuitive with visual tension, but also will allow the viewer to generate new visual feelings, breaking the limitations of the original static graphic presentation. For example, Figure 3(a) (b) below shows the New Year's dynamic poster created by Liang Xiaodi for the Year of the Dog in the Chinese Zodiac, in which we can see that the author cleverly handled the dog's eyes and arms, so that the viewer can more intuitively feel the dog's liveliness and cuteness, which deeply attracts the viewer's attention like watching a small animation. In addition, the rhythmic change of the picture not only deeply touches the viewer's heart, but also produces rich visual effects, while the following Figures 3 (c-g) are arranged by the creator Yin Zhongjun, who has selected the elements of the New Year and

the elements of the dog, for example, the ancient copper coins, the big bones, and at the same time with the words "Congratulations to the rich", naming the theme of the New Year of the great wealth. The varied combinations also arouse the viewer's curiosity and increase the interest of the picture.

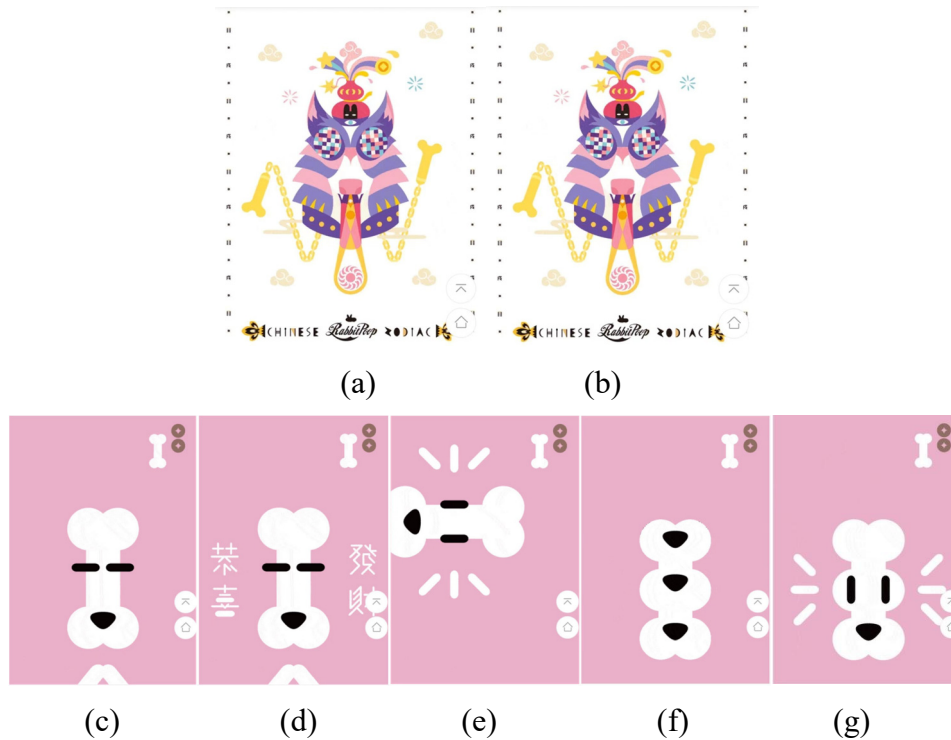


Figure 3. Information on: https://m.sohu.com/a/222836476_556783/?pvid=000115_3w_a

2.6. How to Integrate the Cultural Connotation of Traditional Festivals into Motion Graphic Design

(1) Crowd targeting

Young people are the most active members of the whole society, and they occupy a large part of the society and are indispensable and important members of the future development of the society. Moreover, young people are curious, have strong planting ability and wide dissemination range, which play an important role in spreading traditional festivals. Modern traditional culture due to the invasion of foreign culture on the attraction of young people weakened, many young people say that there is no holiday atmosphere, so the design and MG animation can improve the young people for the holiday atmosphere of the expectations, for example, before the Alipay in the Chinese New Year launched the "collection of five blessings" activities, attracted the young groups, increase the festive atmosphere. Motion graphics design can mobilize young people's sense of participation in the festival because of its interesting way of expression, interactivity and intuition.

(2) Symbolic induction

There are many symbols of traditional festivals, we can divide the visual symbols of traditional festivals into five aspects, which are myths and legends, auspicious animals, auspicious plants, festive words, and festive food. The Spring Festival is the grandest festival of the year for the Chinese people, so take the Spring Festival as an example to summarise the traditional festival symbols, myths and legends: the God of Door, the God of Wealth, the God of Stove, etc.; auspicious animals: the unicorn, the beast of the year, the dragon, the phoenix, the crane, the koi carp, the twelve signs of the Chinese zodiac, the blue dragon, the white tiger, the vermilion bird, the basilisk and the Xuanwu, etc.; auspicious plants: the peanut, the sesame seed, the lotus, the apple, the orchid, the chrysanthemum, the cypress and cypress, etc.; the festival words: the auspicious wish in the couplet. Fortune, Luck, Longevity, Happiness, Good Fortune, etc.; Festive food: eating dumplings according to the dietary habits of different places, doing New Year's shopping, dusting, sticking Spring Festival couplets,

observing the New Year's Eve, New Year's Eve money, paying New Year's homage, offering sacrifices to the ancestors, visiting the doorsteps, lighting fireworks, dancing dragons and lions and going to the temple fairs. Therefore, we can choose representative symbols in the design, such as the Spring Festival reunion dinner, fireworks, red envelopes, Yuanbao, koi carp, etc. have become representative elements of the Spring Festival, so we can achieve twice the result with half the effort by choosing the visual elements recognised by the general public for the design of the motion graphics, and we can appropriately discard the elements with a low scope of dissemination.

(3) Design conceptualization

In the dynamic graphic design, we should not only pay attention to the beauty of its form, but also pay more attention to its cultural connotation and historical value. In the design of the first element selection, can be from the historical allusions, natural scenery, folk activities, myths and legends of the four general direction of the element screening, according to the screen needs to be arranged and combined, such as through the size of the elements, near and far, real and virtual arrangements to make the overall picture more dynamic, increase the sense of continuity and completeness. In addition, in the dynamic graphic design of traditional Chinese festivals, in addition to focusing on fun, popular science and education, we should also pay attention to its cultural connotation. In the design of traditional festivals, it is necessary to understand the connotation of the traditional festivals themselves and the profound meaning behind, and then integrate its cultural connotation into it, so as to make it more influential and infectious. Such as the Dragon Boat Festival design, we can use this traditional festival of folk activities, natural scenery, historical allusions, myths and legends and other elements to integrate and rationally arrange the content of the picture aspects. This approach not only enriches the visual effect, but also enhances people's knowledge of traditional festivals and culture.

3. Conclusion

Motion graphic design is an important medium for information dissemination, which provides a new way of thinking and expression for modern design, while motion graphic design provides a new platform for the dissemination of traditional festivals. In the new media era, motion graphic design can better carry traditional festival culture and better spread traditional festival culture. Therefore, through the analysis of the application of motion graphic design in traditional festivals, it can be seen that: motion graphic design is an effective means of communication, which can expand the influence of traditional festivals in modern society and inject new vitality into them. Therefore, in the future, the research on the application methods and forms of motion graphic design should be strengthened, so that traditional festivals can be disseminated in a more diversified, flexible and creative form. At the same time, it is also hoped that through the motion graphic design, people will recognise more knowledge about the culture of traditional festivals and understand more about traditional festivals. In this way, we can further promote the excellent traditional Chinese culture, enhance the national identity of traditional festivals and culture, and strengthen the national confidence in traditional festivals and culture.

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